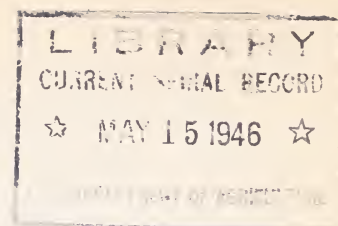


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U. S. DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
150 Broadway, New York 7, N. Y.



THE FAMILY CANTREEN

March 1, 1946

(Topics of the Week:
1946 Egg Price Support Program
Chicken supplies)

ANNOUNCER:

Presenting Family Canteen--timely food topics of interest to the consumer. Each week Station _____ in cooperation with the U. S. Department of Agriculture brings you news of what is happening on the food front. With us this _____ is _____ of the _____ office of the USDA's Production and Marketing Administration. This _____ Mr. _____ is going to discuss the 1946 Egg Price Support Program, the egg situation in general, and the current abundance of chickens. Eggs are familiar to us all, but there are some of us who are not so familiar with the Egg Price Support Program. Could you give us a laymen's view of this phase of government operation, Mr. _____?

PAMA:

To begin with, eggs are a Steagall commodity. By that I mean They are one of the products for which the Secretary of Agriculture asked farmers to increase production during the war. Under the Steagall Act, it is the government's responsibility to guarantee farmers a fair price for Steagall commodities should production exceed demand. As you know, when there is an abundance of a product, the price tends to go down. Now, should the price of a Steagall commodity drop as low as 90 percent of parity, because production unexpectedly exceeded demand, the Department of Agriculture must step in to "support" prices at that level.



ANNOUNCER: Well, with such a guarantee behind them, I should think farmers would be eager to step up their production. But does the Department of Agriculture want egg producers to maintain their high wartime level of production?

P&MA: No, _____. In fact, Secretary Anderson has recommended a 15 percent reduction in egg yields for this year.

ANNOUNCER: If that is the case, how does the price support program fit into the picture, Mr. _____?

P&MA: For the postwar period, and particularly in 1946, price support is intended to give the producer time to make production adjustments in an orderly manner, and to help him bridge the gap until the necessary adjustments are made. Naturally, since a 15 percent reduction has been recommended, it's purpose is anything but to stimulate continued levels of wartime production.

ANNOUNCER: Well, I know I ate more eggs during the war than ever before. In the first place I learned to eat more substantial meals, especially breakfast. And my wife often served eggs as meat substitutes.

P&MA: You weren't alone. Egg consumption per person increased quite a bit. Why do you know that last year eggs were produced in this country at the rate of 432 eggs per person?

ANNOUNCER: I don't believe I ate that many.

P&MA: Probably not. But it has been estimated that last year we consumed approximately 390 eggs each. This left 42 eggs per capita which were allocated to our armed forces, export and other wartime requirements.

ANNOUNCER: Now in line with the recommended 15 percent reduction, how many eggs per person do you think there will be this year?

P&MA: According to present estimates, we expect to produce about 415 eggs per capita, unless culling of old laying hens is heavier than anticipated.

ANNOUNCER: And how many do you expect each of us will consume?

P&MA: Without any special stimulation, civilian consumption is expected not to exceed 350 to 360 eggs during the year.

ANNOUNCER: That's a little less than an egg a day. I suppose with demobilization the needs for eggs by the armed forces has also dropped.

P&MA: If men continue to leave the armed services at the rate they are now being discharged, our armed forces may not need more than one-third as many as they used last year.

ANNOUNCER: Of course, we mustn't forget that ex-G.I.'s are now swelling civilian consumer demands.

P&MA: That's true, but it's all being taken into consideration.

ANNOUNCER: Then in setting up its production goals, the Department of Agriculture figured the potential demand both from us civilians, our armed forces, and export needs and hopes in that way to avoid surpluses.

P&MA: In addition to avoiding egg surpluses, USDA believes that by culling old and inefficient layers, much grain, and especially wheat, will be saved, so that it can be used as human food by our bombed out hungry allies. In line with conserving wheat supplies, the Department made effective February 18, a war food order which limits the amount of wheat manufacturers of mixed feed may use for the rest of the year.

ANNOUNCER: What are the provisions of this order?

P&MA:

Calculations were based on the monthly average quantity of wheat in mixed feed used from December 1, 1945 to January 31, 1946. For instance, for February and March 75 percent may be used. In April only 70 percent, while in May the percentage drops to 65. For June and the rest of the year only 60 percent as much wheat may be used in mix feed as was used in December and January. Flour, other than that unfit for human consumption, may not be used in mixed feed, and wheat may not be used in any form in mixtures of grain for sale as an ingredient in the manufacture of mixed feed. Millers, food manufacturers, mixed feed manufacturers and distributors are limited in their wheat and flour inventories.

ANNOUNCER:

Use of protein feeds is also limited, isn't it, Mr. _____?

P&MA:

Protein feeds are critically short. Under another war food order, the use of such feeds is limited gradually so that by mid-year the actual use of protein in poultry feeds will be 85 percent of the volume used in 1945. Both orders have been designed so that the most feed will be available during the heavy egg production season in the Spring. This means, of course, that reduced percentages of wheat and protein available later in the year will not permit a carry over of large numbers of laying hens, especially inefficient layers. They will have to be culled. The orders do make it possible, however, for egg producers to buy early hatched chicks which will consume little feed for the time being and will produce eggs next fall when production is normally low and egg prices usually the best of the year.

ANNOUNCER: Acquiring young chicks sounds like a good idea. Getting back to the 1946 Egg Price Support Program, is any buying being done by the Department now?

P&MA: So far, only dried and frozen eggs are being bought. Later, if it is necessary, limited quantities of shell eggs might be bought in areas not having freezing or drying facilities.

ANNOUNCER: Where are most of the drying and freezing plants located?

P&MA: The majority are in the Midwest. Incidentally, that is where we expect the largest production, and that is a major reason for our stressing the purchase of dried eggs.

ANNOUNCER: Under the price support program, what is the average price the egg producer may expect for his product?

P&MA: For the country as a whole, an average of 29 cents a dozen for all grades and sizes. In the Midwest, where prices are historically lower, the average price is 27 cents a dozen.

ANNOUNCER: Does the government pay that amount directly to the producer?

P&MA: Only in the case of shell eggs, which would be bought from commercial egg producers, dealers and cooperative associations. That means, a farmer with a backyard flock who had a few surplus eggs would have to find an outlet for them at his local grocery store. It would be pretty difficult for USDA to buy up just a few eggs here and there. But getting back to your original question. Producers are assured the 29 cents a dozen average price, because processors of dried and frozen eggs must certify that they have paid at least support prices for the eggs which they offer to the government.

ANNOUNCER:

Then the commercial egg producer is assured a support price by USDA whether he sells directly to the government or to egg processors. There's one thing sure this _____ we are not puzzled by the question--which came first, the chicken or the egg?

P&MA:

No, we've placed eggs first. But I'm glad you brought up the subject of chickens. Right now there is an abundance of poultry here in the Northeast.

ANNOUNCER:

You mean we don't have to limit ourselves to chicken every Sunday?

P&MA:

There is more than enough poultry for everyone to enjoy this delicious nutritious food just as often as he has a yen for it. And who doesn't like chicken?

ANNOUNCER:

I for one am all in favor of the idea. How big are the birds, Mr. _____?

P&MA:

In most plentiful supply right now are the broilers and friers ranging from 2¹/₂ to 4 pounds.

ANNOUNCER:

You're making my mouth water, for some of those luscious little birds. But say, how much will they cost?

P&MA:

Current poultry prices are the lowest they've been since the beginning of the war. Therefore, there is no need for home-makers to stint on their chicken dinners. Yes Sir, chicken is plentiful and inexpensive.

ANNOUNCER:

That certainly is good news for us chicken gourmets. And thank you Mr. _____ of the _____ office of the USDA's Production and Marketing Administration for coming over this _____. Listen in next week for another edition of Family Canteen.

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A8F21U. S. DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
150 Broadway, New York 7, N. Y.THE FAMILY CANTEN

March 8, 1946

(Topics of the Week:
Fat Salvage
Spice Supplies
Poultry Price Support Program)

ANNOUNCER: Presenting Family Canteen--timely food topics of interest to the consumer. Each week Station _____ in cooperation with the U. S. Department of Agriculture brings you news of what is happening along the food front. Today we have with us _____ of the _____ office of USDA's Production and Marketing Administration. Mr. _____ is going to discuss the spice situation, the recently announced Poultry Price Support Program, and did you have anything else in mind, Mr. _____?

P&MA: Yes, _____. I'm going to speak briefly about fat salvage. As you know the saving of fat is still as vitally important now as it was during the war.

ANNOUNCER: I've heard that fats and oil supplies are still low--both at home and abroad.

P&MA: That's right, _____. And it's up to all of us to do everything we can to continue to save every drop of fat.

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U. S. DEPARTMENT OF AGRICULTURE

ANNOUNCER: During the war, salvaged fat was used in the manufacture of munitions. What is the chief product in which fat is used now?

P&MA: Well, there are a great many things, but soap heads the list.

ANNOUNCER: Does that mean that we are threatened with a shortage of soap.

P&MA: No indeed. But in order to keep our shelves well stocked, regularly, we should save and turn in all the used fats which no longer can be used in cooking.

ANNOUNCER: Will the butcher or grocer still pay for a pound of fat?

P&MA: Oh yes, _____ four cents is paid for every pound of used kitchen fat that is turned in. Remember, too, that this is a volunteer job on the part of the butcher. Take your fat salvage can to him when he is not too busy to handle it.

ANNOUNCER: Well, ladies--and gentlemen, for that matter--it's up to all of us, you and me, to continue to save every single drop of used kitchen fat. And don't forget to turn it in to your butcher or grocer just as soon as you have a pound.

P&MA: That's the spirit, _____. I think I'll swap places with you.

ANNOUNCER: No. I'll stick to asking the questions, thank you. And I might just as well make good on that statement right now. Just what is our current spice situation?

P&MA: Life is again becoming more spicy. We are now starting to get types of cinnamon from China, which are closer to the kinds we used before the war.

ANNOUNCER: Well, I always thought that cinnamon was cinnamon and that's all there was to it.

P&MA: No, there is variety even in cinnamon. The commercial cinnamon we used before the war was really cassia--which is commonly called cinnamon. During the war we imported true cinnamon from Ceylon.

ANNOUNCER: Isn't that better than cassia?

P&MA: We in this country prefer cassia to true cinnamon, because the latter has a light color and mild flavor. The most desirable type of cassia comes from Java, but we'll have to wait for political clouds to clear there before we may expect Indonesian cassia.

ANNOUNCER: Well bringing a little more variety to this spicy subject, how are the supplies of other condiments?

P&MA: The pepper situation is unchanged. On the present quota basis we should have enough with the stores on hand for the balance of the year. Like Java, the East Indies, are involved in their own difficulties right now. Therefore, for nutmeg and mace we are still dependent on the West Indies, where the crop was low this year. We're getting enough, though, to meet a reasonable portion of our nutmeg and mace needs.

ANNOUNCER: And may we expect fairly good supplies of the other spices?

P&MA: All the other spices are coming from sources that were open during the war...cloves from Madagascar and Zanzibar...celery seed and ginger from India.

A NOUNCER: Well that's very interesting. But let's get a little closer to home.

P&MA: Here at home, Secretary of Agriculture Anderson has recently announced the Poultry Price-Support Program. The purpose of the program is to prevent the farmer from taking a loss on his poultry at this time.

ANNOUNCER: Well, if poultry is plentiful, I should think that would automatically make the price go down. Just why is chicken so abundant, Mr._____.

P&MA: Demand for poultry has decreased. In the first place, the armed forces no longer need as much poultry as they did during the war. And now consumers may enjoy more red meat. Since poultry production levels are about what they were last year, reduced demand creates an abundant supply and in addition, non-laying hens must be culled to save much-needed feed supplies.

ANNOUNCER: Yes, the feed supplies are certainly low. Well, when does the Poultry Price Support Program go into effect?

P&MA: It went into effect March 8. The Department may purchase dressed chickens, except young chickens weighing $3\frac{1}{2}$ pounds or less alive, from cooperative organizations, dealers and processors. Prices are designed to reflect a U. S. average farm price for live chickens of not less than 90 percent of parity.

ANNOUNCER: And in cash, just what does that mean?

P&MA: Currently this means support for live poultry at a U. S. average farm price of 18.3 cents a pound. The prices vary, however, with type, weight, quality and location of the poultry. We consumers can be of tremendous help in this situation, especially since public freezer space is now filled to about 83% of capacity.

ANNOUNCER: I, for one, can go for chicken any time. The only trouble is that I get a little tired of having it served in the same way all the time.

P&IA: Well, there is a remedy for that. The Department of Agriculture has issued a booklet entitled "Poultry Cooking." It contains all sorts of cooking hints that even the most experienced cook would appreciate. A variety of ways for serving poultry are listed with directions of how to prepare the different types of chicken dishes.

ANNOUNCER: How do you get a copy of "Poultry Cooking"?

P&IA: It's free to anyone who addresses her request to the U. S. Department of Agriculture, Washington 25, D. C. Just write your name and address on a penny post card with the words "Poultry Cooking," and the name of the station to which you are listening.

ANNOUNCER: That's "Poultry Cooking," U. S. Department of Agriculture, Washington 25, D. C. And remember, ladies, it's free for the asking. Well, Mr. _____ we seem to have covered quite a bit of ground this morning.

P&IA: That's right, _____. We may look forward to more cinnamon, fat salvage is still vitally important, and it's up to us all to use up as much chicken as we possibly can. Incidentally, why not can or freeze some of these extra birds while the prices are attractive.

ANNOUNCER:

That sounds like a good idea. Thanks for dropping in the morning, Mr._____. Our visitor today was _____ of the _____ office of the USDA's Production and Marketing Administration. Listen in again next week for another edition of Family Canteen.

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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
150 Broadway
New York, 7, New York



T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

March 13, 1946

(Topics of the Week:
Fats & Oils Quotas
Fish Supplies
Plentifuls)

ANNOUNCER: Presenting FAMILY CANTEN -- timely topics of interest to the consumer. Each week Station _____ in cooperation with the U. S. Department of Agriculture brings you news of what is happening on the food front. With us today is _____ of the USDA's Production & Marketing Administration. Mr. _____ is going to tell us about our April-June fats and oils supplies and how they will compare to our present supply of shortening, cooking and salad oils. He is also going to give us some tips on good Lenten fish. And a new feature to FAMILY CANTEN, which Mr. _____ is going to start this morning, is a brief summary of plentiful foods in our state. But more about that later. Getting back to our fats and oils supplies, may we look for larger quantities of these products?

PAMA: No, _____: As a matter of fact, we will be receiving

PAMA: less than we get now. Effective April 1, 1946, the
(continued) emergency quota of four percent of fats and oils
for the manufacture of shortening, salad, and cooking
oils, will be discontinued.

ANNOUNCER: Just what was the purpose of the emergency quota,
and how long has it been in effect, Mr. _____?

PAMA: It went into effect on October 1, 1945. The purpose
of the four percent emergency quota was two-fold.
First, to relieve area shortages; and second, to
provide for better distribution of these products.
It is being discontinued to help meet the President's
food program which calls for the export of 375,000
tons of fats and oils during 1946.

ANNOUNCER: Fats and oils are critically need^{ed} abroad right now,
and when we know we are helping to feed the starving
peoples of the world we don't mind doing with a little
less ourselves.

PAMA: Aiding the hungry people of the world is only one
reason for this reduction. The 1945 crop yields of
oil from the four principal vegetable oils -- cotton,
peanut, corn, and soybean -- show some decline from
original estimates.

ANNOUNCER: What do you attribute this decline to, Mr. _____?

PAMA: It's due principally to lower December estimates of the cotton and peanut crops. Then too, we had expected to process more corn and peanuts for oil than we did.

ANNOUNCER: How will this drop effect consumer supplies of shortening, cooking and salad oils.

PAMA: There will be less of these products on our grocery shelves. Manufacturers' quotas of these products will remain at 88 percent of the average amount used in the base period.

ANNOUNCER: Just what do you mean by "base period."?

PAMA: The base period refers to the corresponding months of the years 1940 and 1941, and the amount of fats and oils used then.

ANNOUNCER: In other words, we will be allowed 88 percent as much fats and oils from April through June as we used in April, May, and June of '40 and '41. That sounds as though oils and fats are used on a seasonal basis.

PAMA: That's right. Spring and early summer call for lighter foods, and consequently less fats and oils.

ANNOUNCER: Well, since we won't be using quite as much of these products in the coming months as we did during the winter, we shouldn't miss them too much. Will we also be getting less margarine?

PAMA: We can expect just about the same amount of margarine. Quotas will remain unchanged at 95 percent of the 1944 margarine production. As far as lard goes, there'll be a little less around. Federally inspected packers in all but eleven southern states are now required to set-aside an amount of lard equal to five percent of the live weight of hogs. This is an emergency measure to help meet urgent foreign needs.

ANNOUNCER: And a very worthy one, I should say. Olive oil is one thing which we haven't had in dog's age.

PAMA: Well, _____, you are not alone. We have not imported any olive oil in over a year. But we are exchanging soybean oil for Greek olive oil, and our olive oil supplies should get a boost shortly. We are helping ourselves, too, by an international swap of oils.

ANNOUNCER: Say, that sounds like big doings!

PAMA: It's really being done on a small scale, _____. Greece is badly in need of soybean oil. We need olive oil. So, this country and Greece are making an even swap ... we are sending the Greeks three thousand metric tons of soybean oil. In turn,

PAMA: Greece is sending us an equal amount of olive oil
(continued)

ANNOUNCER: Sounds like a fair exchange. But just how much is
a "metric ton"?

PAMA: It comes to 2,204.6 pounds. Which means that over
six and a half thousand pounds of oils will change
hands.

ANNOUNCER: I, for one, am very glad to hear that once again we
may find a bit of olive oil in our salads. Well, I
that
should think that now/fats and oil supplies are
still short, we must do everything we can do to
conserve our previous supplies.

PAMA: You're right, _____. Conservation is vitally
important. USDA's Bureau of Human Nutrition & Home
Economics has some conservation pointers which should
be of interest to all housewives.

ANNOUNCER: Could you mention a few?

PAMA: They suggest that butter or fortified margarine be
removed from the refrigerator in time to let it soften
a bit before using it as a spread.

ANNOUNCER: What would the home economists say to melting the
butter to get the same effect?

PAMA: Thumbs down. They say "no" because if it's too soft it melts deep into the bread, and more has to be used. Another suggestion from USDA home economists is to add salad dressing at the table, so it won't get a chance to settle on the bottom of the bowl. These ladies also warn against using too much heat when cooking fat.

ANNOUNCER: In other words, don't let fat go up in smoke, eh?

PAMA: That's right. But if it gets burned or scorched, USDA home economists say it's still good for the fat salvage can which should go to the ~~border~~ and on to be made into soap.

ANNOUNCER: And I'm sure American housewives will not let up on the good fat saving job they're doing. We are now in the second week of Lent. To many of us Lent brings more than the usual number of meatless days. For these days, fish is the perfect substitute.

PAMA: And is in very good supply. Both fresh water and marine fish are plentiful throughout the country. Our freezers are well stocked with quantities of frozen fish.

ANNOUNCER: How are supplies of fresh-caught fish at this time of the year?

PAMA: As the spring fishing season gets under way, market supplies of fresh sea foods will increase in both

PAMA: quantity and variety.
(continued)

ANNOUNCER: Well, what varieties may we find on Northeastern markets now?

PAMA: We're apt to get mackerel, whiting, cod pollock, haddock, flounders, cusk, lake herring, hake, sablefish, sea trout, and scup.

ANNOUNCER: Since the fishing season is just opening up, where do we get most of our fish from?

PAMA: A good many of them come from freezer lockers. The first mackerel of the year, however, should appear in the markets during Lent. Fishermen in New England ports are now getting ready for the opening of the mackerel season, which will probably be about the end of March.

ANNOUNCER: Well, with good supplies of frozen fish on hand, and fresh varieties appearing on the market in increasing quantities, I should say our Lenten meals should not lack a variety of fish. And now I have the pleasure to introduce a new feature to FAMILY CANTEN -- the weekly summary of what is plentiful in the markets of our state. What heads your list this week, Mr. _____?

PAMA: At the top we have poultry--chicken and turkey. Both are in good supply, and both are delicious for everyday meals, as well as for Sundays. We've started having chicken on Thursdays in our house.

ANNOUNCER: I'm in favor of that idea myself. But what other plentiful foods shall I eat with my fish and chicken?

PAMA: In general, there's plenty of potatoes, cabbage, spinach, and turnips.

** (CHECK WITH MARKETS.)

ANNOUNCER: Well, thank you for dropping in this morning, Mr. _____. You have just heard _____ of the USDA's Production and Marketing Administration. Listen again next week for another edition of FAMILY CANTEEN.

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
150 Broadway
New York, 7, New York

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

March 21, 1946

(For use the week of March 25, 1946)

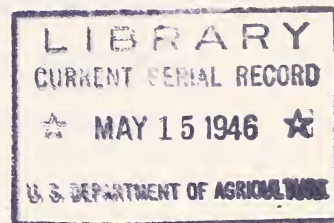
(Topics of the week:

2nd Quarter Sugar Allocations

Canning Sugar

Farina

Plentifuls)



ANNOUNCER: Presenting FAMILY CANTEN --- timely topics of interest to the consumer. Each week Station _____ in cooperation with the U. S. Department of Agriculture brings you news of what is happening on the food front. (Name) of the (location) office of USDA's Production & Marketing Administration is with us today with news that should be of interest to all of you. Suppose you give us a round-up of what's on the slate for today, Mr. _____.

PAMA: First, _____ suppose we discuss the second quarter sugar allocations and canning sugar supplies. In addition, I'll have news on how farina fits into the new wheat program, and then I'll give you the line up of plentiful foods in this area.

ANNOUNCER: How we are going to take care of the nation's sweet tooth is of interest to everybody. In terms of actual pounds, just how much will we be getting in the second quarter?

PAMA: Total allocations are well over a million and a half pounds. The civilian share of sugar for the coming months of April, May, and June is larger than the share allotted to us for the three months ending March 31st, by nearly three thousand tons. This is in line with the seasonal increase in the use of sugar.

ANNOUNCER: You mean more sugar is needed now that the canning season is coming on?

PAMA: Yes, although it's at least three months off, here in the Northeast, but down South housewives are getting ready to can fruits that ripen early in the year.

ANNOUNCER: Well, getting back to the new sugar allocations, will we have more or less this spring than we did last spring?

PAMA: In actual tons more has been allotted to us. Twenty-six thousand tons more, to be exact.

ANNOUNCER: Well, say that's good news.

PAMA: Except that there's a catch to it. Last year the armed forces took a little over three hundred and twenty-five thousand tons in the second quarter. This year, they need just about half of that amount.

ANNOUNCER: Then, are we civilians getting the other half?

PAMA: No, _____. We will only receive twenty-six thousand tons more than we did last spring. Although this is an increase, demobilization of our armed forces have increased civilian ranks by eight million more people than there were last year. Because of the great rise in civilian population, and only a slight rise in sugar allocations, it's easy to see that we civilians will actually be getting less sugar per person.

ANNOUNCER: That's easy arithmetic. But just why is the supply apparently so far below demand?

PAMA: World supplies are low at present and will continue to be low right through 1946 and probably into 1947.

ANNOUNCER: Well is there any possibility of sugar production increasing this year, so that more will be available later on?

PAMA: World production may increase, but carry-over stocks have been reduced so much that there is less to draw upon than in the past. Our imports from the Caribbean, on which we in the Northeast are mainly dependent, were only about 50 percent of normal during January and February.

ANNOUNCER: Wasn't there a drought in Cuba last year?

PAMA: The worst in 86 years. The Cuban sugar crop was cut about 50 percent. In addition to reduced Cuban sugar

PAMA: crops, Philippine plantations must be rebuilt to
(continued) previous peacetime production capacity.

ANNOUNCER: Will we be able to count on Philippine sugar for
this year?

PAMA: That is very doubtful. In fact, the only relief
that has come up on the horizon was the sugar that
was discovered in Java. But since the Indonesian
internal situation is still unsettled, nothing
definite has been done about the sugar.

ANNOUNCER: I guess for the time being, then, we might just
as well cross that source off our list. So much
for where our sugar will come from. Now what about
that canning sugar you mentioned earlier in the broadcast?

PAMA: Housewives who plan to can fruits this year may ob-
tain five pounds of canning sugar with their spare
stamp 9 in War Ration Book Four. Veterans and others
who have recently received one page ration books,
will find the stamp in the ration book which they
got in place of Ration Book Four.

ANNOUNCER: Is that the stamp that became valid March 11th?

PAMA: The very same. It is good for five pounds of canning
sugar.

ANNOUNCER: Since the canning season hasn't begun here in the Northeast, why is it that canning sugar is being released at this time of the year?

PAMA: Stamp 9 is made valid now to provide canning sugar in the Southern areas where fruits are available early in the year.

ANNOUNCER: Well, does that mean then that Stamp 9 is good only in the South?

PAMA: No. It is good all over the country. Housewives who may have an opportunity to put up their five pounds of canning sugar may do so now, if it is available in their local store. Since Stamp 9 is good until October 31st, there is no rush, however. After all, the canning season ~~doesn't~~ begin up here until the berries are out in the early summer, and the fruits become ripe later on.

ANNOUNCER: Does the person claiming canning sugar have to make any kind of formal declaration that the sugar will be used exclusively for canning purposes?

PAMA: No. We're depending on the honesty of our people to use canning sugar for canning, and canning only. Since the world is so badly in need of food, the least we can do is use our canning sugar to preserve

PAMA: some summer fruits and in that way conserve our
(continued) food here at home.

ANNOUNCER: Conservation is vitally important these days. And
we must keep in mind that sugar is one of our scarce
items.

PAMA: You're right, _____. If we are to help our
allies live to enjoy the freedom for which they fought,
we must conserve all the food we possibly can. That
is the purpose of the new flour order we mentioned
on one of our recent FAMILY CANTEEN broadcasts.

ANNOUNCER: You mean the new 80 percent flour?

PAMA: That's it. As you know millers must get 80 pounds
of flour out of every hundred pounds they mill.
In this way, we will save much wheat for human food.

ANNOUNCER: Since more flour is extracted from each wheat kernel
than before, will the production of farina be
affected?

PAMA: When you speak of farina, you refer I suppose
to the white granular product which is made from
the part of the wheat kernel, and is used as the
base for some infant and invalid foods as well as
a breakfast cereal?

ANNOUNCER: That's right.

PAMA: Originally, under the 80 percent extraction regulation, the manufacture of farina was automatically stopped. The order has been amended, however, so that small amounts of farina can be separated during the manufacture of flour. The flour must still be milled at an 80 percent extraction rate or higher.

ANNOUNCER: When you say "small amounts of farina" do you mean there will be less farina on the market?

PAMA: No. As a result of this amendment, you won't notice any reduction in the amount of farina. That is, if flour is produced at the present rate. Of course, if less flour is produced, there will be less farina.

ANNOUNCER: The fact that farina is still being produced should be good news to mothers of small children and many adults, as well. I see that our time is almost up, and we still haven't heard what is in good supply on the market.

PAMA: (**) There is still plenty of poultry on hand. Eggs are in good supply, also. In general, you'll find plenty of oranges, turnips, spinach, parsnips, rutabagas, celery, and potatoes. Asparagus is beginning to appear from some southern states. Though there probably won't be much around for a while, you might keep it in mind for an extra-special meal.

(**) Please check your local markets, and make any necessary

(**) additions or deletions on the list.

ANNOUNCER: We certainly have run the gamut this morning ---
all the way from sugar to asparagus.

PAMA: One final word about sugar -- Remember that there
just isn't enough sugar for everyone to get all they
want. In fact, we will get less per person this
spring than we did last year. However, five pounds
of canning sugar is now available on spare stamp 9,
which will continue to be valid until the end of
October. As for farina, though it is made of the
finest part of the wheat kernel, it will not be
affected by the 80 percent flour extraction rate.

ANNOUNCER: Well, thanks for coming over this morning, Mr. _____.
Our guest today was _____ of the
_____ office of USDA's Production & Marketing
Administration. Listen again next week for another
edition of FAMILY CANTEEN.

Reserve

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
150 Broadway
New York, 7, New York

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

March 28, 1946

(Topics of the Week:
Famine Emergency Committee
Plentifuls

ANNOUNCER:

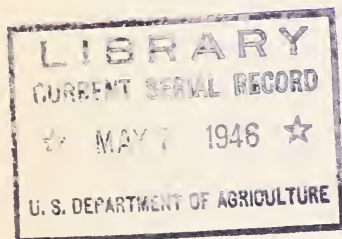
Presenting FAMILY CANTEEN -- timely topics of interest to the consumer. Each week Station _____ in cooperation with the U. S. Department of Agriculture brings you news of what's new on the food front. _____ (Name) of the _____ (Location) office of USDA's Production & Marketing Administration is with us today with news that should be of interest to all of you. Suppose you give us a round-up of what's on the slate for today, Mr. _____.

PAMA:

I'd like to talk over the work of the Famine Emergency Committee, _____. This new food program has a direct bearing not only on everyone listening right now, but on the future peace of the world.

ANNOUNCER:

That seems logical, and I imagine almost everyone these days realizes, with President Truman, that hungry nations can't remain peaceful nations.



PAMA: Yes, and since it's within the power of the United States to ease the hunger of those nations by sending food to them...well, there just isn't any question about what's to be done.

ANNOUNCER: You said that the new Emergency Food Program has a direct bearing on everyone listening right now. I suppose that means that much of the success of the program is in the hands of the individual consumer.

PAMA: You might say the consumer is affected in two ways. First, indirectly by the food orders which have been put into effect, especially in regard to the disposition of wheat and wheat products; and second, by the ^{he} voluntary part that ^{he} is being asked to take in the Famine Emergency Program.

ANNOUNCER: Well, suppose you give us kind of a "once-over-lightly" on the provisions of the food orders. Of course, the one that most of us are familiar with is the 80% enrichment order...the ruling which requires millers to extract 80 percent of the wheat berry in making white flour, instead of 72 percent as before.

PAMA: Or to put it another way, one hundred pounds of wheat now yields eighty pounds of flour, instead of seventy-two pounds.

ANNOUNCER: Sounds like quite a saving of wheat.

PAMA: Yes, between the first of last month and the end of June, it's expected to result in a saving of about 25 million bushels of wheat for shipment overseas.

ANNOUNCER: That ought to represent quite a sizable chunk of the amount of wheat we're planning to send abroad.

PAMA: It's certainly worth a mention, but when you think that the plan is to ship 225 million bushels during the first half of this year, it isn't exactly a staggering amount.

ANNOUNCER: Where is the rest going to come from?

PAMA: Well, for one thing, from the amount that's saved by the order that prohibits the use of wheat and limits the use of grains in the manufacture of alcohol and beer. That amounts to a saving of 20 million bushels of grain.

ANNOUNCER: I don't think any of us needs a pencil and paper to figure out that the amount of wheat saved in the manufacture of beer and alcohol, plus what's saved from the 80 percent enrichment order, still doesn't add up to the needed 225 million bushels.

PAMA: No, it doesn't, even when you count the additional amounts of wheat which are being saved by restrictions of wheat mill feeds for livestock. The most important part of the wheat conservation program will be the voluntary wheat-saving efforts on the part of the consumer.

ANNOUNCER: So far, all you've mentioned in connection with the Famine Emergency Program is the conservation of wheat for overseas shipment. What about other foods -- fats and oils, for instance? I understand they're badly needed, too.

PAMA: Yes, they're next in the line-up of foods which are needed most. That part of the Emergency Food Program as it applies to the consumer however, is purely voluntary so far. So, meeting the export goal of 375 thousand tons of fats and oils during the year is strictly up to private enterprise and the cooperation of the individual consumer.

ANNOUNCER: Now, you've said that 225 million bushels of wheat must go overseas before the end of June, and that 375 thousand tons of fats and oils should be exported during the year. What about other essential foods? What's the exporting goal for them?

PAMA: For the year, 1946, one billion, six hundred million pounds of meat, plus increases in exports of dairy products - particularly cheese and evaporated milk.

ANNOUNCER: Looks to me as if we're really going to have to tighten our belts.

PAMA: Well, yes and no. It will mean eating less of some foods, but that can be made up for by eating more of those foods which are plentiful.



ANNOUNCER: Let's get specific. In order to get needed food to countries in Europe and the Far East which are facing starvation, what can be done in addition to government regulations already in effect?

PAMA: There's plenty that can be done. All of us can take these immediate steps; Number one - Conserve Foods. Number two - Contribute foods suitable for shipping to collection drives being conducted by UNRRA and official war relief agencies -- and groups cooperating with them. Number three - Produce more food, and preserve what you produce.

ANNOUNCER: And I suppose the most important steps of those you mentioned are conserving food, and producing and preserving food.

PAMA: That's right and the production aspect of the Famine Emergency Program has to do with increased farm production, victory gardens and home food preservation.

ANNOUNCER: Ah, victory gardens and home food preservation! That has a familiar ring, certainly. Personally, I'm glad of the excuse to get back to work in my garden.

PAMA: And so will lots of other people, too.

ANNOUNCER: We can't all have victory gardens, however, so suppose you tell us what it is that everyone can^s do to help out in the Famine Emergency Program.

PAMA: We can all do our share to conserve food in every way possible.

ANNOUNCER: Like cutting down food waste, for instance?

PAMA: Yes, that's one aspect of conservation. In addition to that, we're all being asked by the Famine Emergency Committee to cut down our consumption of wheat products and fats and oils. More specifically, we're being asked to eat 40 percent less wheat products, and 20 percent less fats and oils.

ANNOUNCER: Seems to me it would be hard to measure those amounts in exact quantities.

PAMA: Well, you can figure roughly how much of wheat products and fats and oils you ordinarily buy, and then cut your purchases of the wheat products by as near to 40 percent as you can figure, and your purchases of fats and oils by as near to 20 percent as you can figure. Then, use up all you buy.

ANNOUNCER: Let's see: Wheat products....those would include bread and cakes and cookies...

PAMA:and macaroni, spaghetti, breakfast cereals, and pies.

ANNOUNCER: You said something about using up all that we do buy of those products. I imagine everyone will be interested in knowing how to make use of what wheat products we have, as well as how to fill up the gap in our diet created

ANNOUNCER: by cutting down on our consumption of those foods.
(continued)

PAMA: Bread, for example, can be conserved by keeping it cool and moisture proof. If it does get hard, use it for toast, puddings or crumb delicacies. And, as a substitute for bread, use potatoes; a small serving of potatoes should take the place of a slice of bread.

ANNOUNCER: Well, that doesn't sound even remotely like a starvation diet. The only thing that's worrying me, though, is how to get along on less pies, cookies, and cakes.

PAMA: Oh, there are hundreds of other desserts -- and many of them a lot less fattening. Fruit, for instance.

ANNOUNCER: Say, that's an idea. All those who've been threatening to go on a reducing diet now have a double incentive.

PAMA: Good idea! And the same holds true in cutting down consumption of fats and oils.

ANNOUNCER: You said we should eat 20 percent less of those products. How would you suggest that we go about doing that?

PAMA: For one thing, buy less fats and oils. For another, make use of every possible ounce of "used" fats.

ANNOUNCER: You mean like bacon drippings?

PAMA: Yes, and extra fat on meat. Then, if there is any fat left that can't be used, turn it in to your butcher

ANNOUNCER: I understand that fats and oils are pretty badly needed right now. Are they needed mostly for food, or mostly for manufactured goods?

PAMA: Both. The two big reasons why Europe and Asia need those fats and oils are food and soap...food, in order to maintain a minimum level of health...and soap, in order to fight the many diseases raging throughout those countries.

ANNOUNCER: One more question, _____. Do you think reducing our consumption of wheat products by 40 percent, and eating 20 percent less fats and oils will have any ill effects on American diets?

PAMA: Not when you realize that for the foods we have to cut down on, there are more than enough plentiful foods to make up for the deficit.

ANNOUNCER: You mean, like potatoes, poultry and eggs?

PAMA: Yes, and all the plentiful fresh fruits and vegetables. In fact, if we eat more of those, which we undoubtedly will, there'll be an actual improvement in the average diet.

ANNOUNCER: Speaking of plentiful foods, how about a line-up of what's abundant in this area this week?

(PLEASE CHECK LOCAL MARKETS AND MAKE ANY NEEDED ADDITIONS OR DELETIONS TO LIST)

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PAMA: Well, there's still plenty of poultry and eggs around and lots of potatoes - both old and new. This is the season for greens, too; there are lots of different kinds in the markets. Plenty of turnips, too.

ANNOUNCER: Say, isn't it about time for some spring onions to be putting in an appearance?

PAMA: It is and they are, although they couldn't be put in the plentiful class yet. Incidentally, those who like strawberries....

ANNOUNCER:and who doesn't?

PAMA:will be glad to know that there are a few strawberries around.

ANNOUNCER: You know, those plentiful foods you mentioned can certainly serve as a reminder that we in America are still living in a land of plenty...still have more than enough to eat.

PAMA: Yes, and when you compare the small sacrifices we're being asked to make during this famine emergency with the starvation diets of hundreds of millions of people overseas...well, "sacrifices" hardly seems the right word to use.

ANNOUNCER: I think most everyone will agree with you there. _____.

ANNOUNCER: Thanks for coming over today, _____. Our guest
(continued) today on FAMILY CANTEEN was _____ of the
_____ office of the U. S. Department of
Agriculture's Production & Marketing Administration.
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